

Amendments to the Claims:

Please amend claims 21, 22, 25, 26, 34 as follows, and cancel claims 30-33 and 38-40 without prejudice. Please add new claims 41-42. This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-20 (previously canceled)

21. (currently amended): A method of tracking distributed content within a computer network, comprising:

receiving first information associated with first addressed content displayed on a computing device, said first information comprising a first address corresponding to the first addressed content;

receiving second information associated with second addressed content displayed on said computing device, said second information comprising a second address corresponding to the second addressed content, wherein said first address is different from said second address;

recording information that includes starting times and ending times for time periods during which the first addressed content and the second addressed content were [[was]] displayed on said computing device; and

deriving, using said recorded information, ~~subsets of said addressed content that was~~ whether said first addressed content and said second addressed content were displayed on said computing device during overlapping time periods.

22. (currently amended): The method of claim 21 wherein said information associated with addressed content includes information related to user activity on said computing device, further comprising:

recording additional information related to user activity during the time period during which said first addressed content was displayed on said computing device; and

correlating, using said recorded information, the first addressed content that was displayed on said computing device with user activity on said computing device.

23. (previously presented): The method of claim 21 wherein said received information is associated with a set of data structures for displaying addressed content, and wherein said recorded information includes starting times and ending times for time periods during which addressed content was displayed through respective data structures of said set of data structures on said computing device.

24. (previously presented): The method of claim 21 wherein said recorded information includes starting times and ending times for time periods during which addressed content was displayed through respective data structures on said computing device, further comprising:

correlating a subset of said respective data structures through which addressed content was simultaneously displayed on said computing device; and

using said subset of data structures to create a pack of data structures.

25. (currently amended): The method of claim 21 further comprising constructing a statistical database to track individual events executed at a plurality of computing devices that display said first addressed content.

26. (currently amended): The method of claim 21 further comprising constructing a content database to characterize the first addressed content displayed on said computing device.

27. (previously presented): The method of claim 21 further comprising the step of targeting an advertisement to a single user based upon said subsets of addressed content.

28. (previously presented): The method of claim 21 wherein said deriving step includes the step of dynamically determining in real-time a subset of said subsets of addressed content that are displayed simultaneously.

29. (previously presented): The method of claim 21 wherein said deriving step includes the step of determining a subset of said subsets of addressed content that is delivered to a single user.

30. (canceled).

31. (canceled).

32. (canceled).

33. (canceled):.

34. (currently amended): A computer readable memory to direct a computer to function in a specified manner, comprising:

a server for receiving information associated with addressed content displayed on a computing device, said addressed content comprising first addressed content and second addressed content, wherein said first addressed content and said second addressed content are capable of being displayed independently of each other at a same time period, at a different time period, or at an overlapping time period;

a statistical database module for recording information that includes starting times and ending times for time periods during which addressed content was displayed on said computing device; and

a statistical analysis module for deriving, using said recorded information, ~~subsets of said addressed content that was~~ whether said first addressed content and said second addressed content were displayed on said computing device during overlapping time periods.

35. (previously presented): The computer readable memory of claim 34, wherein said statistical database module includes executable instructions to construct a statistical database to track individual events executed by a plurality of users that receive said addressed content.

36. (previously presented): The computer readable memory of claim 34, wherein said statistical database module includes executable instructions to construct a content database to characterize the content associated with a subset of said addressed content.

37. (previously presented): The computer readable memory of claim 34 further comprising a set of executable instructions to analyze said subsets of addressed content to create packs of addressed content.

38. (canceled).

39. (canceled).

40. (canceled).

41. (new): The computer readable memory of claim 34, wherein said first addressed content comprises a first Web page.

42. (new): The computer readable memory of claim 41, wherein said second addressed content comprises a second Web page.